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WEBB'S
Redblush Seedless
Grapefruit

(W E B B)

Nature's Supreme Gift To The
"Magic Valley" of Texas.

WHAT IT IS

AND WHY IT PRESENTS THE GREATEST
POSSIBILITIES IN THE HISTORY OF
THE CITRUS INDUSTRY IN THE
LOWER RIO GRANDE VALLEY
O F T E X A S .



—Presented By—

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Mail Address:
SAN BENITO, TEXAS

Nurseries at:
LOS FRESNOS, TEXAS

Exclusive Propagators of Redblush Trees
under contract with the Originator.

W E B B ' S

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WHAT IT IS

It is a natural bud-sport from Pink Marsh, found in the grove of Dr. J. B. Webb, near Donna, Texas, and developed by him during the last six years. **Three generations from the original tree are now in bearing, with no variation from type**, which is positive proof that it is a fixed and staple variety and may be depended upon to produce only typical fruits.. It is admittedly the **KING OF ALL GRAPEFRUITS**, and the climax of a long list of improvements in grapefruit varieties. (See our booklet, "Evolution of the Grapefruit").



Why It is Superior to All Other Fancy Grapefruits.

(1) It has fully twice as deep a color, both inside and outside, as has Pink Marsh or Foster, the flesh being a **bright rose red** instead of pink, which color shows through the peel, forming a beautiful orange-pink blush on the outside of the fruit, many fruits being colored almost all over.

(2) Having better outside color than any other, it is **more attractive** in appearance. And fine appearance, combined with high quality, is what brings fancy prices, as any dealer will tell you.

(3) It does not "fade out" like Thompson and Foster, but holds its high color throughout the season, as demonstrated year after year.

(4) It is the **sweetest and juiciest** of all grapefruit, as attested by hundreds who have made a comparison. Has the highest sugar content of any grapefruit, by official test, with no bitter taste.

(5) It has the **finest texture** of any fancy Grapefruit, with a tough peel of medium thickness, making it a good keeper. Fruits kept until the peel was dried as hard as wood were sweet and juicy and had as good a color inside as when freshly picked.

(6) The fruit is **larger than that of its parent**, running 54 to 70 fruit to the box, mostly 64s. Shape about the same as pink Marsh.

(7) It has fewer seeds than most so-called seedless varieties, many fruits being entirely seedless.

(8) It ripens fully two weeks earlier than its parent, having passed the maturity test more than that much earlier this season. (1936).

(9) It is a younger and heavier bearer than its parent, having produced as much as half a box of fruit per tree the second year from planting and more than a box per tree the third year.

(10) The tree is a healthy, robust grower like its parent, but it is more upright in habit, which permits closer planting, if desired. Holds up its fruit better, resulting in fewer culls.

IN SHORT IT HAS NO EQUAL AS A FANCY GRAPEFRUIT AND IS THE MOST VALUABLE DISCOVERY IN THE HISTORY OF CITRUS GROWING, SO FAR AS THE VALLEY IS CONCERNED. NO OTHER OFFERS SUCH OPPORTUNITIES FOR PROFIT.



Why Redblush Should Be Planted in Preference to All Other Grapefruits

(1) It is by far the most profitable to grow. Its superior quality, appearance and productiveness have been fully proven by six years experience in the parent grove, whose fruit sold this season (1936) as high as \$7.00 per 80 lb. box at the grove.

(2) It can only be grown to perfection here where it originated, since the pink-fleshed sorts show poor color as grown in Florida and none in California. Therefore, the world supply of Redblush fruit must inevitably come from the Lower Rio Grande Valley of Texas.

(3) Excepting the few Redblush trees that have already been propagated, all trees for future groves are yet to be grown. Hence it would seem impossible to over-produce it under fifteen to twenty years. The high prices to which Redblush fruit is entitled will be the rich reward of the planter who "gets in on the ground floor."

(4) It costs no more to grow Redblush than it does to grow an inferior variety, while the reward is certain to be very much greater.

(5) The unique quality and appearance of Redblush will enable a specialty market to be readily created in the North, so Redblush growers need not depend upon the promiscuous shipping of their fruit. Two cents per pound should certainly be the lowest price at which they will ever need to sell, and the following paragraph clearly shows the fine earning to be made at even that obviously low figure.

A careful study of actual Valley yields since the beginning of the industry here shows that the average yield from all producing groves has been at least 50 boxes of fruit per tree for the first ten years after plant-

ing, or 3500 boxes per acre. At only two cents per pound this shows a profit of \$5,600.00 per acre. And **this profit is net**, because at ten years from planting the grove is just coming into full bearing and will increase in yield each year for another ten years, so is worth much more than it has cost to produce it.

What value will you place on your ten acre grove at the end of the first ten years, after it has produced an annual income of \$5,600.00? If you expect twenty per cent it is worth \$28,000.00. And it is **quite possible to double these results**. It has been done here in the Valley.

Remember, the above figures apply only to the first ten years, after which your grove will steadily increase in yield for at least another ten years. Basing your second ten year term on an average production of only ten boxes per tree per year (and **more than twenty boxes have frequently been made**), the above figures will be doubled.

The above figures are based on the assumption that the trees are planted 25x25 feet, or 70 trees to the acre, which is considered the proper distance for mature trees here. By interplanting, which is perfectly practical, the profits from a grove for the first ten years may be almost doubled, as explained elsewhere in our literature. This plan is well worth serious consideration.

PLANT A GROVE OF REDBLUSH ON GOOD CITRUS LAND AND THEN TAKE CARE OF IT AND IT WILL TAKE CARE OF YOU.



Advantages of Interplanting a Grove with Redblush Grapefruit

In order for any citrus grove to produce the largest quantity of the highest quality fruit, the trees should be as close together as possible without crowding. The reason for this is that the trees will protect each other from wind and other damage, resulting in fewer culls and more and better textured fruit. Experience has proven that 25x25 feet is the proper distance for mature trees here, but they do not need nearly so much room for several years after planting. So it is good business to interplant the rows one way, as we are doing with all our own. By this system we get **double production for several years**, or until the trees begin to crowd, when the **extra trees may be removed to another location, thus practically doubling our acreage**. They will not need to be removed until about the 7th or 8th year, by which time they will have produced enough extra fruit to pay for the entire grove. It is especially advisable to inter-

plant groves that have been planted further apart than 25 feet, as more crops may be had before removing the extra trees.

A single acre, planted 25x25 feet, contains 70 trees and it takes 60 more to interplant it, making 130 trees to the acre. The 60 interplanted trees should produce at least 4 crops of fruit before it will become advisable to move them, which, according to the generally accepted estimate of the yield of grapefruit trees from the third to the 7th year inclusive, would be not less than 11 boxes of fruit per tree, or 660 boxes per acre. At only two cents per pound, or \$1.60 per 80 lb. box, this would be \$1,065.00 per acre, less the cost of the trees, \$105.00, leaving a net profit of \$951.00 per acre.

The interplanted trees, when removed at 7 or 8 years old, may safely be re-planted, and, because they will be back in commercial bearing the second year, should be worth at least \$5.00 each, or a total of \$300.00 less the cost of re-planting them which should not exceed \$60.00, which leaves us an additional net profit of \$240.00, making our total net profits \$1,190.00 per acre by interplanting.

The cost of another acre, using the 60 trees removed from the first acre, would be, say, 1 acre of land, \$200.00, and ten new trees to complete the acre, \$17.00, or \$217.00. The replanted trees should produce not less than 3 boxes of fruit per tree the second year, or 180 for the 60 trees, which, at only two cents per pound would be \$288.00, thus more than paying for the new acre, worth many times its cost, the second year.

When it is remembered that it costs very little if any more to care for a grove having 130 trees to the acre than it does for one having only 70 or less, it will be seen that interplanting presents an opportunity for profit not to be overlooked, if profits are what you are after.

There are many groves in the Valley, from 1 to 6 years old, that have been planted with doubtful trees or trees of obsolete varieties. These should by all means be interplanted with Redblush, provided the land is adapted to citrus growing, thus assuring a profitable investment at only the cost of the extra trees.

This Plan is Worth Your Serious Consideration



There are other improved varieties of Grapefruit, Oranges, Lemons, Limes, etc., now available which will bring handsome returns to the grower, but because of its unique position as a fancy fruit, Redblush will prove far more profitable than any other Grapefruit. We

fully expect it to revolutionize grapefruit growing here as soon as its wonderful possibilities are generally recognized. And we confidently predict that good citrus lands will be selling for \$1,000.00 or more per acre for growing Redblush within the next five years. It is worth it, considering our many natural advantages over other citrus growing areas.

Foremost Americans Praise Redblush

Samples of Redblush fruit sent to President Roosevelt, Vice-President Garner, Congressman West and Governor Allred of Texas, and other notables, all brought very complimentary letters in acknowledgement, which we have on file and of which we are justly proud. All praised the fine quality and appearance of the fruit and predicted a great future for the Valley because of it.

We have been in the citrus nursery business here in the Valley since 1918, during which time we have built up a reputation for good trees that has enabled us to carry on in spite of the great depression, and to obtain the exclusive right to grow and distribute Redblush trees, which in itself we consider quite a distinction. We grow only strictly pedigreed trees, subject to State Certification, and of those varieties which have proven themselves best adapted to our Valley conditions. (See our booklet, "Citrus Growing in the Magic Valley.")

In addition to several other outstanding varieties, we have this season a fine stock of Redblush trees, which we are selling at very attractive prices, considering the quality of the trees and the unequaled value of the variety, and will be pleased to cooperate with you in making a really profitable grove. Our long experience should prove of value to you in getting started right. No charge for consultation.

Our Sales Yard is located on the Harlingen-San Benito highway, about ¼ mile Southeast of the Arroyo Colorado bridge. Our nurseries are on the concrete road 1¼ miles North of the town of Los Fresnos. We will be glad to meet you at either place and show you our stock and our methods of producing it, which are according to the best scientific practices.

Yours for a still greater and more prosperous citrus industry,

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Poor Ones are Dear as a Gift"